

LIST OF CLAIMS / AMENDMENTS**In the Claims**

Claim 9 is allowed.

5 Please cancel claim 9 without prejudice.

Please amend claims 1-3, 5, 7-8, 10, 13-14, 16-18, and 20 as shown herein.

Claims 1-8 and 10-20 are pending and are listed following:

10 1. **(currently amended)** A method, comprising:
detecting within a printing device when a new replaceable component is installed into [[a]] the printing device;

determining within the printing device if the new replaceable component has is of a particular brand name; and

15 15 providing establishing a communication link from the printing device to a restricted Web site that is restricted to users of devices that include products having the particular brand name if the new replaceable component is determined to have be of the particular brand name, the restricted Web site being accessed by a program module in the printing device.

20 2. **(currently amended)** The method as recited in claim 1, further comprising providing a establishing an additional communication link from the printing device to an unrestricted Web site that is accessible to the users of devices that include the products having the particular brand name and to users of devices that include products not having the particular brand name, the unrestricted Web site being accessed via the program module implemented in the printing device.

3. **(currently amended)** The method as recited in claim 1, wherein determining within the printing device if the new replaceable component ~~has~~ is of the particular brand name further comprises retrieving a 5 brand identifier from component memory integrated with the new replaceable component.

4. **(original)** The method as recited in claim 3, wherein the component memory further comprises radio frequency identification (RFID) 10 memory.

5. **(currently amended)** The method as recited in claim 1, wherein ~~providing establishing the communication link to the restricted Web site further comprises providing establishing the communication link from the printing device to the restricted Web site via a dedicated Web browser that with the program module which~~ can only be used to access the restricted Web site. 15

6. **(previously presented)** The method as recited in claim 1, wherein:
20 the printing device is a laser printer; and
the new replaceable component is a laser printer toner cartridge.

7. (currently amended) A printing device, comprising:
a replaceable component;
a detector configured to detect when the replaceable component is
installed in the printing device;
- 5 means for identifying an interrogator configured to read and identify a
brand identifier stored in a component memory integrated with the replaceable
component, the brand identifier uniquely identifying a brand name of the
replaceable component installed in the printing device;
- a ~~restricted Web browser program module~~ configured to access a
10 restricted Web site that is restricted to ~~users of devices that include~~ replaceable
components ~~having of~~ a particular brand name, the ~~restricted Web browser~~
~~program module~~ being further configured to access the restricted Web site if
the brand name of the replaceable component installed in the printing device is
identified as being ~~of~~ the particular brand name.
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8. (currently amended) The printing device as recited in
claim 7, wherein the ~~restricted Web browser program module~~ is a dedicated
Web browser that can only access the restricted Web site; and further
comprising a general Web browser that is configured to provide access to one
20 or more unrestricted Web sites to users of products not having the particular
brand name.
9. (canceled)

10. (currently amended) The printing device as recited in claim [[9]] 7, wherein:

the interrogator further comprises a radio frequency identification (RFID) interrogator; and

5 the component memory further comprises RFID memory.

11. (original) The printing device as recited in claim 7, wherein the replaceable component further comprises a laser printer toner cartridge.

10 12. (original) The printing device as recited in claim 7, wherein the replaceable component further comprises an ink jet printer ink cartridge.

13. (currently amended) A printing device replaceable component, comprising:

15 a housing;

a toner supply; and

component memory that stores a brand identifier which is verified by a printing device in which the replaceable component is installed to determine whether the replaceable component ~~has is of~~ a particular brand name which the 20 printing device associates with a restricted Web site, the printing device ~~including a program module providing access to a restricted Web browser~~ configured to access the restricted Web site when the printing device determines that the replaceable component ~~has is of~~ the particular brand name.

25 14. (currently amended) The printing device replaceable component as recited in claim 13, wherein the brand identifier can be used to uniquely identify a brand name of the replaceable component.

15. (previously presented) The printing device replaceable component as recited in claim 13, whercin the restricted Web site is restricted to users of printing devices that include products having have the particular
5 brand name.

16. (currently amended) One or more computer-readable media containing comprising computer-executable instructions that, when executed, direct a printing device to on a computer, perform the following
10 steps:

identifying identify a brand name associated with of a replaceable component installed in [[a]] the printing device; and

providing establish access to a restricted Web site if the brand name associated with of the replaceable component is a particular brand name which
15 the printing device associates with the restricted Web site, the restricted Web site being accessed by a program module in the printing device.

17. (currently amended) The one or more computer-readable media as recited in claim 16, further comprising computer-executable instructions that, when executed, direct the printing device to on the computer, perform the following additional step:

providing establish access to one or more unrestricted Web sites, whether or not the replaceable component is associated with the particular brand name.

18. (currently amended) The one or more computer-readable media as recited in claim 16, further comprising computer-executable instructions that, when executed, direct the printing device to on the computer, perform the following additional step:

5 identifying identify a universal resource locator (URL) for the restricted Web site.

19. (previously presented) The one or more computer-readable media as recited in claim 16, wherein the replaceable component is a laser printer toner cartridge.

20. (currently amended) The one or more computer-readable media as recited in claim 16, wherein the one or more computer-readable media are contained in a printer the printing device.

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